

# **Attitudes Towards Photo Radar**

## **Among City of Scottsdale Licensed Drivers**

### **Update**

January 2001

Prepared for  
Scottsdale Police Department  
Scottsdale, Arizona

Prepared by  
Behavior Research Center, Inc.  
1101 North First Street  
Phoenix, Arizona 85004  
(602) 258-4554



**CONFIDENTIAL**

This document presents analysis and interpretation of study findings by the Behavior Research Center, Inc. of Arizona and is intended for the private use of the Scottsdale Police Department. In the event that the Scottsdale Police Department wishes to make public use of all or portions of this document, it may do so only with the express and written permission of Behavior Research Center, Inc., of Arizona. In the event of unauthorized release, the Behavior Research Center, Inc., will be free to release any or all portions of the document and to comment on the interpretations of the data reported herein.

Behavior Research Center is a member of the National Council on Public Polls and abides by the Council's Principles of Disclosure, which are designed to ensure the public an adequate basis for judging the reliability and validity of poll results which enter the public domain.

**CONFIDENTIAL**

**NOT FOR PUBLIC RELEASE**

## TABLE OF CONTENTS

	<u>page</u>
INTRODUCTION / METHODOLOGY	1
EXECUTIVE SUMMARY	2
SUMMARY OF FINDINGS	3
PUBLICITY OR REPORTING ABOUT PHOTO RADAR & RED LIGHT CAMERAS	4
IMPACT OF THE PROGRAM	10
OPINIONS OF THE PROGRAM	13
PERSONAL EXPERIENCE WITH THE PROGRAM	19
APPENDIX	25
QUESTIONNAIRE	

## INTRODUCTION / METHODOLOGY

Photo radar and red light cameras have been operating in the City of Scottsdale for about four years.

The Scottsdale, Arizona, Police Department contracted with Behavior Research Center, Inc. to conduct a survey designed to provide an update regarding awareness and opinions of photo radar among licensed drivers residing in the City of Scottsdale. The survey was identical in wording to those used in 1997, 1999, and 2000, with the exception of one open-ended question which was added for this study.

Respondent selection on this survey was accomplished utilizing random digit dial methods; the sample consisted of randomly generated telephone numbers selected from prefix banks proportionately representative of all working exchanges in the City of Scottsdale.

A total of 402 adults residing within the corporate boundaries of Scottsdale were interviewed between December 26, 2000, and January 7, 2001.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. An estimate of the sample error range for this survey is provided in the following table.

Sample Size	Approximate Sampling Error at 95% Confidence Level (Plus/Minus Percentage of Sampling Tolerance)
402	5.0%
200	7.1
100	10.0
50	14.1

~~~~~

A copy of the questionnaire is appended to this report.

## EXECUTIVE SUMMARY

- ! As in the prior three studies, awareness of the use of photo radar and red light cameras in Scottsdale remains almost universal, while awareness of the Focus on Safety program remains low.
- ! Awareness among Scottsdale residents of publicity or new stories about it has increased in the past year. Radio traffic reports remain the primary source of awareness.
- ! Among those who recall publicity or news stories about the program, six in ten report becoming more supportive of the program as a result of what they heard.
- ! Overall support for the program continues to grow, with three quarters now reporting support for the program.
- ! Respondents continue to identify “reducing the number of people who run red lights” and “improving traffic safety” as the primary benefits of the program, followed by a reduction in speeding in Scottsdale.
- ! Four in ten among all drivers, and half of younger drivers, report they are more careful to observe speed limits and traffic regulations than they were before the program began, and are more conscientious in Scottsdale than they are when driving in other Valley cities that do not have photo radar and red light cameras.
- ! Consistent with findings in the three prior surveys, respondents believe other Scottsdale drivers are less supportive of the program than the study indicates. About one quarter believe a majority supports the program and two in ten believe most oppose it. Four in ten believe support is equally divided and one in ten is unsure.
- ! Overall, women are slightly more supportive of the program than men, again a finding consistent with prior surveys, but support for the program among men is growing faster than it is among women.

## SUMMARY OF FINDINGS

### AWARENESS & KNOWLEDGE

#### Focus on Safety

Awareness of the "Focus on Safety" program among Scottsdale licensed drivers remains low. Fewer than two of ten report being familiar with the name. For eight of ten, this was the first time they had heard of the program.

*"There is a program in Scottsdale called Focus on Safety. Would you say you know a great deal, some, only a little or is this the first time you have heard of the Focus on Safety program?"*

|                     | 2001 | 2000 | 1999 | 1997 |
|---------------------|------|------|------|------|
| A great deal        | 2%   | 3%   | 4%   | 3%   |
| Some                | 3    | 2    | 5    | 7    |
| Only a little       | 14   | 12   | 13   | 12   |
| First time heard of | 80   | 82   | 75   | 77   |
| Unsure              | 1    | 1    | 3    | 1    |

~~~~~

#### Photo Radar & Red Light Cameras

Awareness of the operation of photo radar and red light cameras in Scottsdale remains virtually universal.

*"As far as you know, are photo radar and red light cameras operating in Scottsdale?"*

	2001	2000	1999	1997
Yes	98%	93%	94%	97%
No	1	6	4	1
Unsure	1	1	2	2

~~~~~

### Publicity or Reporting About Photo Radar & Red Light Cameras

Respondents were asked a series of questions about their recall of publicity or news stories related to photo radar and red light cameras.

Three of ten recall publicity or news, reflecting an increase in awareness from the 2000 survey.

As can be seen in the following table, awareness of publicity is related to age of residents; awareness is lowest among those under 25 years old and increases as age increases.

*"In the past few months, have you seen any publicity or reporting about photo radar and red light cameras?"*

|               | YES | NO  | UN-SURE |
|---------------|-----|-----|---------|
| <u>TOTAL</u>  | 37% | 60% | 3%      |
| <u>GENDER</u> |     |     |         |
| Male          | 38  | 59  | 3       |
| Female        | 36  | 62  | 2       |
| <u>AGE</u>    |     |     |         |
| 18 to 24      | 25  | 75  | 0       |
| 25 to 34      | 31  | 69  | 0       |
| 35 to 54      | 32  | 66  | 2       |
| 55 and over   | 46  | 50  | 4       |

Note: Table reads across

Those recalling reporting or publicity were asked to recount what they remembered most about the publicity or reporting they had seen.

The proportion recalling negative stories continues to decline; currently cited by 13 percent.

Positive stories are recalled by one fourth.

Over half of licensed drivers recall neutral or descriptive stories. One in ten respondents had no specific recall.

*"What do you remember most about advertising and news stories you have seen about photo radar and red light cameras?"*

|                                                                                 | <b>2001</b>       | <b>2000</b>       | <b>1999</b>       | <b>1997</b>       |
|---------------------------------------------------------------------------------|-------------------|-------------------|-------------------|-------------------|
| <b><u>POSITIVE</u></b>                                                          | <b><u>26%</u></b> | <b><u>36%</u></b> | <b><u>27%</u></b> | <b><u>34%</u></b> |
| <b><u>SAFETY IMPROVEMENTS (NET)</u></b>                                         | <b><u>18%</u></b> | <b><u>21%</u></b> | <b><u>22%</u></b> | <b><u>19%</u></b> |
| It's working-has reduced violations, accidents,<br>violators are getting caught | 12                | 10                | 9                 | 18                |
| Has reduced accidents                                                           | 3                 | 7                 | 12                | 0                 |
| Has made the roads safer                                                        | 3                 | 6                 | 4                 | 1                 |
| <b><u>SUPPORT OF IT (NET)</u></b>                                               | <b><u>11%</u></b> | <b><u>15%</u></b> | <b><u>6%</u></b>  | <b><u>13%</u></b> |
| Other cities want to start using it                                             | 8                 | 8                 | 2                 | 3                 |
| People support it                                                               | 2                 | 7                 | 2                 | 2                 |
| They're planning to add more                                                    | 0                 | 0                 | 2                 | 0                 |
| City government is trying to justify it's use<br>planning to use it             | 1                 | 0                 | 1                 | 7                 |
| <b><u>NEUTRAL/DESCRIPTIVE</u></b>                                               | <b><u>54%</u></b> | <b><u>35%</u></b> | <b><u>52%</u></b> | <b><u>45%</u></b> |
| <b><u>LOCATION (NET)</u></b>                                                    | <b><u>23%</u></b> | <b><u>14%</u></b> | <b><u>19%</u></b> | <b><u>9%</u></b>  |
| Where they will be located                                                      | 23                | 8                 | 13                | 9                 |
| Heard on radio where located                                                    | 0                 | 6                 | 4                 | 0                 |
| <b><u>GENERAL AWARENESS (NET)</u></b>                                           | <b><u>23%</u></b> | <b><u>0</u></b>   | <b><u>0</u></b>   | <b><u>0</u></b>   |
| They are out there                                                              | 17                | 0                 | 0                 | 0                 |
| Slogan - Brake on Yellow, Stop on Red                                           | 6                 | 0                 | 0                 | 0                 |
| <b><u>LEGALITY</u></b>                                                          | <b><u>4%</u></b>  | <b><u>10%</u></b> | <b><u>7%</u></b>  | <b><u>14%</u></b> |
| Court cases-people fighting tickets                                             | 4                 | 9                 | 7                 | 13                |
| Legal issues-whether it's legal or not                                          | 0                 | 2                 | 0                 | 2                 |
| <b><u>SIGNS (NET)</u></b>                                                       | <b><u>4%</u></b>  | <b><u>5%</u></b>  | <b><u>5%</u></b>  | <b><u>4%</u></b>  |
| Have seen alert signs                                                           | 4                 | 5                 | 5                 | 4                 |
| <b><u>CONTROVERSY (NET)</u></b>                                                 | <b><u>1%</u></b>  | <b><u>1%</u></b>  | <b><u>2%</u></b>  | <b><u>8%</u></b>  |
| It's controversial                                                              | 1                 | 1                 | 2                 | 8                 |
| <b><u>HOW IT WORKS (NET)</u></b>                                                | <b><u>1%</u></b>  | <b><u>5%</u></b>  | <b><u>4%</u></b>  | <b><u>3%</u></b>  |
| Takes photo of car and owner is contacted                                       | 0                 | 0                 | 2                 | 2                 |
| How it works                                                                    | 1                 | 5                 | 1                 | 2                 |
| <b><u>NEGATIVE</u></b>                                                          | <b><u>13%</u></b> | <b><u>15%</u></b> | <b><u>25%</u></b> | <b><u>34%</u></b> |
| <b><u>LACK OF SUPPORT FOR IT (NET)</u></b>                                      | <b><u>7%</u></b>  | <b><u>14%</u></b> | <b><u>13%</u></b> | <b><u>27%</u></b> |
| People are against it                                                           | 3                 | 6                 | 10                | 20                |
| Have read or seen news against it                                               | 3                 | 8                 | 4                 | 2                 |
| They might get rid of it                                                        | 1                 | 0                 | 0                 | 3                 |
| Petition drive against it                                                       | 0                 | 1                 | 0                 | 2                 |
| <b><u>FINES(NET)</u></b>                                                        | <b><u>6%</u></b>  | <b><u>0</u></b>   | <b><u>0</u></b>   | <b><u>0</u></b>   |
| Expensive                                                                       | 4                 | 0                 | 0                 | 0                 |
| Problems Collecting                                                             | 2                 | 0                 | 0                 | 0                 |
| <b><u>VIOLATES OUR RIGHTS/UNFAIR/UNCONSTITUTIONAL (NET)</u></b>                 | <b><u>1%</u></b>  | <b><u>0%</u></b>  | <b><u>2%</u></b>  | <b><u>4%</u></b>  |
| <b><u>NO CHANGE IN THE NUMBER OF ACCIDENTS (NET)</u></b>                        | <b><u>2%</u></b>  | <b><u>1%</u></b>  | <b><u>0%</u></b>  | <b><u>2%</u></b>  |
| Can't recall                                                                    | 11%               | 19%               | 18%               | 11%               |

~~~~~



As in the prior surveys, respondents were read a list of five different venues where they might have seen advertising or other publicity about photo radar and red light cameras.

Overall, results are generally consistent with those from the 2000 survey.

Radio traffic reports are the primary source, with almost six in ten recalling having heard about photo radar and red light cameras via this medium.

The proportion recalling flyers sent with water bills, posters or information cards, movie theater pre-film advertising and demonstrations by the Scottsdale Police are generally consistent with the 2000 study.

*"Do you recall seeing or hearing about photo radar and red light cameras?"*

	YES	NO	UN-SURE
On radio traffic reports	56%	41%	3%
In flyers sent with water bills	22	70	8
In posters or information cards	20	76	4
During movie theaters' pre-film advertising	14	81	5
At demonstrations by the Scottsdale Police	6	90	4

~~~~~

Some differences are evident in recall of these venues with regard to age and gender of drivers. These are summarized in the following table.

Drivers between 25 and 54 years of age are more likely to hear about photo radar on traffic reports.

Women are more likely than men to have heard of photo radar and red light cameras via flyers sent with water bills.

% WHO HAVE SEEN OR HEARD ABOUT  
PHOTO RADAR AND RED LIGHT CAMERAS

|                        | On Radio<br>Traffic<br>Reports | In<br>Flyers<br>Sent<br>with<br>Water<br>Bills | In<br>Posters or<br>Information<br>Cards | During<br>Movie<br>Theater's<br>Pre-Film<br>Advertising | At<br>Demonstrations<br>by the<br>Scottsdale<br>Police |
|------------------------|--------------------------------|------------------------------------------------|------------------------------------------|---------------------------------------------------------|--------------------------------------------------------|
| <u>TOTAL</u>           | 56%                            | 22%                                            | 20%                                      | 14%                                                     | 6%                                                     |
| <u>GENDER</u>          |                                |                                                |                                          |                                                         |                                                        |
| Male                   | 58                             | 18                                             | 20                                       | 20                                                      | 8                                                      |
| Female                 | 53                             | 25                                             | 19                                       | 8                                                       | 4                                                      |
| <u>AGE</u>             |                                |                                                |                                          |                                                         |                                                        |
| 18 to 24               | 75                             | 0                                              | 0                                        | 0                                                       | 0                                                      |
| 25 to 34               | 67                             | 27                                             | 13                                       | 13                                                      | 7                                                      |
| 35 to 54               | 64                             | 16                                             | 20                                       | 13                                                      | 7                                                      |
| 55 and over            | 46                             | 26                                             | 22                                       | 16                                                      | 5                                                      |
| <u>FOCUS ON SAFETY</u> |                                |                                                |                                          |                                                         |                                                        |
| Aware                  | 71                             | 26                                             | 16                                       | 13                                                      | 7                                                      |
| First time heard of    | 52                             | 20                                             | 20                                       | 14                                                      | 6                                                      |

~~~~~

Further, Scottsdale drivers were asked about other venues where they had seen or heard about photo radar and red light cameras.

One third report they have seen or heard about photo radar and red light cameras on television, and one quarter have read about them in newspapers. These results reflect increases from 2000.

News on radio is cited as a source of awareness by 14 percent, a slight increase from 2000.

*"Where else have you seen or heard about photo radar and red light cameras?"*

	2001	2000	1999	1997
News on T.V.	35%	29%	29%	39%
Stories in newspapers	26	20	31	21
News on radio	14	12	21	20
Other cities or towns	7	0	0	0
Street signs/traffic lights	5	0	7	11
Editorials in newspapers	6	11	4	10
Friends, relatives	3	0	4	5
Other	2	15	10	4
None	17	17	6	21

~~~~~

After the questions addressing the issues of awareness, drivers were asked if their views of photo radar and red light cameras had changed.

Over six in ten indicate they are more supportive of photo radar and red light cameras. The proportion less supportive inches upward, but is still down from 18 percent in 1997 to 9 percent currently.

*"Based on what you just mentioned you saw or heard, are you more supportive, less supportive or feel no different about photo radar and red light cameras?"*

|                 | 2001 | 2000 | 1999 | 1997 |
|-----------------|------|------|------|------|
| More supportive | 63%  | 65%  | 63%  | 51%  |
| Less supportive | 9    | 6    | 9    | 18   |
| No different    | 26   | 28   | 26   | 27   |
| Not sure        | 2    | 1    | 2    | 4    |

~~~~~

A review of these data for driver segments reveals drivers aged 25 and over are more supportive than younger drivers.

	MORE SUPPORTIVE	LESS SUPPORTIVE	NO DIFFERENT
<u>TOTAL</u>	63%	9%	26%
<u>GENDER</u>			
Male	61	10	27
Female	65	7	26
<u>AGE</u>			
18 to 24	0	33	67
25 to 34	77	8	8
35 to 54	52	9	39
55 and over	72	8	19

Note: Table reads across

~~~~~

## IMPACT OF THE PROGRAM

Scottsdale drivers were asked about the impact of the program on a series of specific dimensions.

Results on each dimension have declined somewhat from prior surveys. One-fourth feel the program has "done a great deal" to "*reduce the number of people who run red lights*" and two in ten to "*cut down on speeding*" in the City.

One fourth also feel the program has "*done a great deal*" to "*improve traffic safety in Scottsdale*."

*"Photo radar and red light cameras are now operating in Scottsdale. Do you think the program has done a great deal, some or only a little to..."*

|                                            | A GREAT<br>DEAL | SOME | ONLY A<br>LITTLE | UNSURE |
|--------------------------------------------|-----------------|------|------------------|--------|
| Reduce number of people who run red lights | 25%             | 35%  | 31%              | 9%     |
| Cut down on speeding in city               | 18              | 34   | 40               | 8      |
| Improve traffic safety in Scottsdale       | 26              | 37   | 29               | 8      |
| Slow down traffic in general               | 15              | 35   | 43               | 7      |
| Reduce the number of collisions            | 14              | 32   | 34               | 20     |
| Save tax payer dollars                     | 9               | 20   | 38               | 33     |
| Prevent insurance rates from increasing    | 9               | 18   | 47               | 26     |

Note: Table reads across

~~~~~

The next table displays these data by age groups.

	% FEEL PROGRAM HAS DONE A GREAT DEAL				
	Total	18 to 24	25 to 34	35 to 54	55 and over
Reduce the number of people who run red lights	25%	53%	27%	24%	23%
Cut down on speeding in the city	18	33	10	17	19
Improve traffic safety in Scottsdale	26	27	17	25	30
Slow down traffic in general	15	20	13	14	17
Reduce the number of collisions	14	33	8	13	14
Save taxpayer dollars	9	13	8	6	12
Prevent insurance rates from increasing	9	13	4	6	14

~~~~~

Drivers were also asked to compare their current driving habits with those before photo radar was operating in Scottsdale and compared to driving habits when in neighboring cities that do not have photo radar.

Scottsdale drivers claiming to be more careful have continued to decline overall. Those most likely to be more careful in the presence of photo radar and red light cameras are women and drivers under 25 years of age.

*"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than when you are driving in cities that do not have photo radar?"*

|               | MORE CAREFUL | NOT MORE CAREFUL/NO DIFFERENCE | UNSURE |
|---------------|--------------|--------------------------------|--------|
| <u>TOTAL</u>  | 39%          | 60%                            | 1%     |
| <u>GENDER</u> |              |                                |        |
| Male          | 35           | 63                             | 2      |
| Female        | 43           | 56                             | 1      |
| <u>AGE</u>    |              |                                |        |
| 18 to 24      | 50           | 50                             | 0      |
| 25 to 34      | 45           | 53                             | 2      |
| 35 to 54      | 40           | 59                             | 1      |
| 55 and over   | 36           | 63                             | 1      |

Note: Table reads across

~~~~~

*"Would you say you are more careful to observe speed limits and traffic regulations when driving in Scottsdale than you were before photo radar was operating there?"*

	MORE CAREFUL	NOT MORE CAREFUL/NO DIFFERENCE	UNSURE
<u>TOTAL</u>	48%	51%	1%
<u>GENDER</u>			
Male	44	53	3
Female	51	48	1
<u>AGE</u>			
18 to 24	50	44	6
25 to 34	57	41	2
35 to 54	51	47	2
55 and over	41	59	0

Note: Table reads across

~~~~~

## OPINIONS OF THE PROGRAM

Support for the use of photo radar and red light cameras continues to edge upwards, now reported by over three fourths. Two in ten remain opposed and five percent are unsure.

Consistent with prior surveys, women remain more supportive than men, although men appear to becoming more supportive.

Interestingly, we note that those between 25 and 54 continue to become more supportive while those 55 and older remain relatively stable.

*"In general, do you support or oppose the use of photo radar and red light cameras?"*

|               | <u>SUPPORT</u> | <u>OPPOSE</u> | <u>NOT SURE</u> |
|---------------|----------------|---------------|-----------------|
| <u>TOTAL</u>  | 76%            | 19%           | 5%              |
| <u>GENDER</u> |                |               |                 |
| Male          | 74             | 21            | 5               |
| Female        | 78             | 16            | 6               |
| <u>AGE</u>    |                |               |                 |
| 18 to 24      | 56             | 31            | 13              |
| 25 to 34      | 80             | 18            | 2               |
| 35 to 54      | 71             | 22            | 7               |
| 55 and over   | 82             | 14            | 4               |

Note: Table reads across

~~~~~



Respondents were also asked for their perception of how other Scottsdale drivers feel about the program.

Results are quite similar to those recorded in the prior surveys. While over three quarters report they support the use of photo radar and red light cameras, they feel only one quarter of other Scottsdale drivers support the program.

Roughly equal proportions feel the program is supported or opposed by other Scottsdale drivers.

*"Thinking about other Scottsdale drivers, which of the following best describes how you think they feel?"*

	2001	2000	1999	1997
Almost everyone supports it.	2%	4%	4%	1%
Majority supports it.	23	23	21	20
Evenly divided between supporters and opposers.	43	39	40	36
Majority oppose it.	16	17	18	25
Almost everyone opposes it.	6	7	6	5
Not sure.	10	10	11	13

~~~~~

In the current survey, younger drivers are less likely than in the prior surveys to feel that the "majority supports it." Men and women are now evenly divided in their feeling "the majority supports it."

|               | ALMOST<br>EVERYONE/<br>MAJORITY<br>SUPPORTS IT | EVENLY DIVIDED<br>BETWEEN<br>SUPPORTERS<br>AND<br>OPPONENTS | MAJORITY/<br>ALMOST<br>EVERYONE<br>OPPOSES IT | UNSURE |
|---------------|------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------|--------|
| <u>TOTAL</u>  | 25%                                            | 43%                                                         | 22%                                           | 10%    |
| <u>GENDER</u> |                                                |                                                             |                                               |        |
| Male          | 25                                             | 41                                                          | 24                                            | 10     |
| Female        | 25                                             | 45                                                          | 19                                            | 11     |
| <u>AGE</u>    |                                                |                                                             |                                               |        |
| 18 to 24      | 0                                              | 69                                                          | 31                                            | 0      |
| 25 to 34      | 37                                             | 39                                                          | 22                                            | 2      |
| 35 to 54      | 24                                             | 44                                                          | 23                                            | 9      |
| 55 and over   | 25                                             | 40                                                          | 18                                            | 17     |

Note: Table reads across

~~~~~

Survey respondents were then advised that 35 percent of collisions are due to speeding and six percent to the running of red lights. They were then asked how they felt about photo radar and how they felt about redlight cameras.

Comparable to the 2000 survey, three-quarters are more favorable towards photo radar and eight of ten are more favorable towards red light cameras in light of this information.

*"Statistics show that, 35 percent of collisions are due to speeding and 6 percent of collisions are due to the running of red lights. In light of this, are you more favorable or less favorable towards..."*

	<u>MORE</u>	<u>LESS</u>	<u>NO CHANGE</u>	<u>UNSURE</u>
Photo radar	73%	14%	11	2%
Red light cameras	83	7	8	2

Note: Table reads across

~~~~~

As in the prior surveys, among drivers who initially supported the program, nine of ten have become even more favorable towards both photo radar and red light cameras.

Among those initially opposed, two in ten have become more favorable towards photo radar, but over half are more favorably disposed towards red light cameras.

|                          | <u>INITIAL OPINION</u> |               |
|--------------------------|------------------------|---------------|
|                          | <u>Support</u>         | <u>Oppose</u> |
| <u>PHOTO RADAR</u>       |                        |               |
| More favorable           | 88%                    | 23%           |
| Less favorable           | 5                      | 49            |
| Unsure                   | 1                      | 4             |
| No difference            | 6                      | 24            |
| <u>RED LIGHT CAMERAS</u> |                        |               |
| More favorable           | 92%                    | 55%           |
| Less favorable           | 2                      | 24            |
| Unsure                   | 2                      | 4             |
| No difference            | 4                      | 17            |

~~~~~

Then, as an overall measure of support or opposition, Scottsdale drivers were asked if they support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale.

Eight of ten support the program, about the same as in 2000. Thirteen percent oppose the program and 10 percent are unsure.

*"Considering everything we've talked about, do you support or oppose the use of photo radar and red light cameras to increase traffic safety in Scottsdale?"*

	2001	2000	1999	1997
Support	77%	78%	80%	75%
Oppose	13	18	17	20
No change/Not sure	10	4	3	5

~~~~~

A review among the subgroups reveals that women remain slightly more supportive than men.

Support for the program among younger drivers declined by 10 points. Still, more than six of ten of those aged 18 to 24 support the program.

|               | SUPPORT | OPPOSE | NO CHANGE/<br>NOT SURE |
|---------------|---------|--------|------------------------|
| <u>TOTAL</u>  | 77%     | 13%    | 10                     |
| <u>GENDER</u> |         |        |                        |
| Male          | 75      | 14     | 11                     |
| Female        | 78      | 12     | 10                     |
| <u>AGE</u>    |         |        |                        |
| 18 to 24      | 63      | 25     | 12                     |
| 25 to 34      | 84      | 12     | 4                      |
| 35 to 54      | 76      | 14     | 10                     |
| 55 and over   | 77      | 11     | 12                     |

Note: Table reads across.

~~~~~

Three-quarters of Scottsdale drivers feel that photo radar and red light cameras should be used in more locations around the city. The proportion opposed slipped from 23 percent to 19 percent.

*"Do you strongly agree, agree, disagree or strongly disagree that photo radar or red light cameras should be used in more locations around the city?"*

	2001	2000	1999	1997
Strongly agree	35%	38%	39%	34%
Agree	42	37	33	34
Disagree	13	15	16	16
Strongly disagree	6	8	9	13
Unsure	4	2	3	2

~~~~~

As was seen in the prior surveys, women remain more likely than men to support expansion of the program. Support for program expansion increased among drivers aged 18 to 54 and slipped among those 55 and over.

|               | STRONGLY<br>AGREE | STRONGLY<br>AGREE/<br>AGREE | DISAGREE/<br>STRONGLY<br>DISAGREE | STRONGLY<br>DISAGREE |
|---------------|-------------------|-----------------------------|-----------------------------------|----------------------|
| <u>TOTAL</u>  | 35%               | 77%                         | 19%                               | 6%                   |
| <u>GENDER</u> |                   |                             |                                   |                      |
| Male          | 28                | 75                          | 21                                | 6                    |
| Female        | 41                | 79                          | 16                                | 6                    |
| <u>AGE</u>    |                   |                             |                                   |                      |
| 18 to 24      | 31                | 69                          | 31                                | 13                   |
| 25 to 34      | 31                | 81                          | 14                                | 6                    |
| 35 to 54      | 28                | 76                          | 19                                | 6                    |
| 55 and over   | 44                | 77                          | 18                                | 5                    |

Note: Table reads across

~~~~~

## PERSONAL EXPERIENCE WITH THE PROGRAM

Six percent of Scottsdale drivers report they received a citation for speeding in Scottsdale in the past year, the same finding in the last two studies.

Younger drivers reported a significant decline in speeding citations and are now on a par with older drivers.

*"In the past year, have you personally received a citation for speeding in Scottsdale?"*

	<u>% YES</u>
<u>TOTAL</u>	6%
<u>GENDER</u>	
Male	5
Female	7
<u>AGE</u>	
18 to 24	6
25 to 34	4
35 to 54	7
55 and over	6

Note: Table reads across.

~~~~~

Nine in ten report the tickets were based on photo radar; only 4 percent were given the ticket by a police officer.

*"Was the ticket you received based on photo radar or was the ticket given directly to you by a police officer?"*

|                | <u>2001</u> | <u>2000</u> | <u>1999</u> | <u>1997</u> |
|----------------|-------------|-------------|-------------|-------------|
| Photo radar    | 88%         | 79%         | 68%         | 76%         |
| Police officer | 4           | 21          | 28          | 24          |

~~~~~

Six in ten of those who received a speeding ticket agreed that they have become more attentive drivers as a result of receiving the ticket. This reflects a notable decline from 2000.

*"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"*

	2001	2000	1999	1997
Agree	58%	75%	68%	59%
Disagree	38	25	24	35

~~~~~

As in the three prior studies, one percent of Scottsdale drivers report receiving a citation for running a red light in the past year.

All report the ticket was based on a red light camera, and all agree they have become more attentive drivers as a result of the citation.

*"In the past year, have you personally received a citation for running a red light in Scottsdale?"*

|     | 2001 | 2000 | 1999 | 1997 |
|-----|------|------|------|------|
| Yes | 1%   | 1%   | 1%   | 1%   |
| No  | 99   | 99   | 98   | 99   |

~~~~~

*"Was the ticket you received based on a red light camera or was the ticket given directly to you by a police officer?"*

	2001	2000	1999	1997
Red light camera	100%	75%	67%	60%
Police officer	0	25	33	40

~~~~~

*"Would you agree or disagree that as a result of that ticket you have become a more attentive driver?"*

|          | 2001 | 2000 | 1999 | 1997 |
|----------|------|------|------|------|
| Agree    | 100% | 50%  | 83%  | 40%  |
| Disagree | 0    | 50   | 17   | 40   |
| Unsure   | 0    | 0    | 0    | 20   |

~~~~~

Two of ten Scottsdale drivers report they or someone they know has been in a car crash in the past 12 months.

The likelihood of being in a crash or knowing someone who was is again notably above average among those under 35.

Half indicate they have become more attentive drivers; yet, almost the same percentage indicate it has made no difference.

*"Have you, or anyone you know been in a car crash in the past 12 months?"*

	2001	2000	1999	1997
Yes	22%	21%	24%	22%
No	78	79	75	77
Unsure	0	0	1	1

~~~~~



|              | % Yes |      |      |      |
|--------------|-------|------|------|------|
|              | 2001  | 2000 | 1999 | 1997 |
| <u>TOTAL</u> | 22%   | 21%  | 24%  | 22%  |
| <u>AGE</u>   |       |      |      |      |
| 18 to 24     | 31    | 50   | 38   | 47   |
| 25 to 34     | 31    | 24   | 34   | 33   |
| 35 to 54     | 24    | 21   | 20   | 23   |
| 55 and over  | 16    | 14   | 22   | 13   |

~~~~~

*"Would you agree or disagree that as a result of that crash, you have become a more attentive driver?"*

	2001	2000	1999	1997
Agree	49%	50%	59%	47%
Disagree	45	44	37	43
Unsure	6	6	4	10

~~~~~

### SUGGESTED CHANGES IN SCOTTSDALE TRAFFIC ENFORCEMENT PROGRAM

In a new question added for this study, we asked Scottsdale drivers what one change they would make in the city's traffic enforcement program. Over four in ten mention traffic enforcement issues, such as more police officers, more red light and photo radar locations and more enforcement in general.

Two in ten mention street improvements and traffic management issues. Negative issues, mentioned by one in ten, include getting rid of photo radar and red light cameras and more flexibility by police.

One in twenty mention safety issues, specifically expanded driver education and outlawing cell phone use while driving.

Two in ten have no suggestions.

"If you had the power to make one change in Scottsdale's traffic enforcement program, what change would you make?"

|                                              | <u>%</u>     |
|----------------------------------------------|--------------|
| <b><u>ENFORCEMENT (NET)</u></b>              | <b>(44%)</b> |
| More police officers                         | 12           |
| More red light photo locations               | 12           |
| More enforcement                             | 11           |
| More photo radar locations                   | 9            |
| <b><u>ROADS/TRAFFIC MANAGEMENT (NET)</u></b> | <b>(19%)</b> |
| Improve traffic flow/reduce volume           | 7            |
| Slow traffic/more speed bumps                | 6            |
| Widen/improve roads                          | 4            |
| More street lights                           | 2            |
| <b><u>NEGATIVE ISSUES (NET)</u></b>          | <b>(8%)</b>  |
| Get rid of photo radar                       | 6            |
| Get rid of red light cameras                 | 1            |
| More flexibility by police                   | 1            |
| <b><u>SAFETY ISSUES (NET)</u></b>            | <b>(5%)</b>  |
| More driver education/training               | 3            |
| Outlaw cell phones while driving             | 2            |
| Miscellaneous single mentions                | 3            |
| None/Don't know                              | 21           |

~~~~~

**APPENDIX**

## QUESTIONNAIRE